

Postgraduate Certificate Creative Business Management



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- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed a degree in the field of Business Management, Marketing, Communication or Design

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/creative-business-management

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01 Welcome

All companies operate for financial gain. Creative sector industries are no exception. Therefore, this academic program aims to instruct professionals in the creative sector in everything related to the management of this industry, carrying out the processes in an adequate manner to promote success in the organization. All of this is based on a six week syllabus that aims to become a before and after for the student's professional career.



Postgraduate Certificate in Creative Business Management.
TECH Global University



“

Make your professional profile shine in a booming sector with this highly valuable Postgraduate Certificate”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+
executives trained each year

200+
different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

The ultimate and crucial objective of all TECH programs is to internalize the latest knowledge in the market and to use it as a means to advance in their professional careers. To make this possible, this university has made a major effort to provide the student with the most complete content and the largest team of experts in the field who will act as teachers during the Postgraduate Certificate. In this way, TECH is realizing its objectives and helping students to begin to achieve theirs.



“

TECH's goal is clear: to develop the best professionals in the industry and see them succeed wherever they go"

Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Certificate in Creative Business Management** will allow the student to:

01

Acquire and understand knowledge useful for the training of students, providing them with skills for the development and application of original ideas in their personal and professional work.

02

Understand how creativity and innovation have become the drivers of the economy.

03

Problem solving novel environments and in interdisciplinary contexts in the field of creativity management.

04

Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case.



05

Know how to manage the process of creation and implementation of novel ideas on a given topic.

06

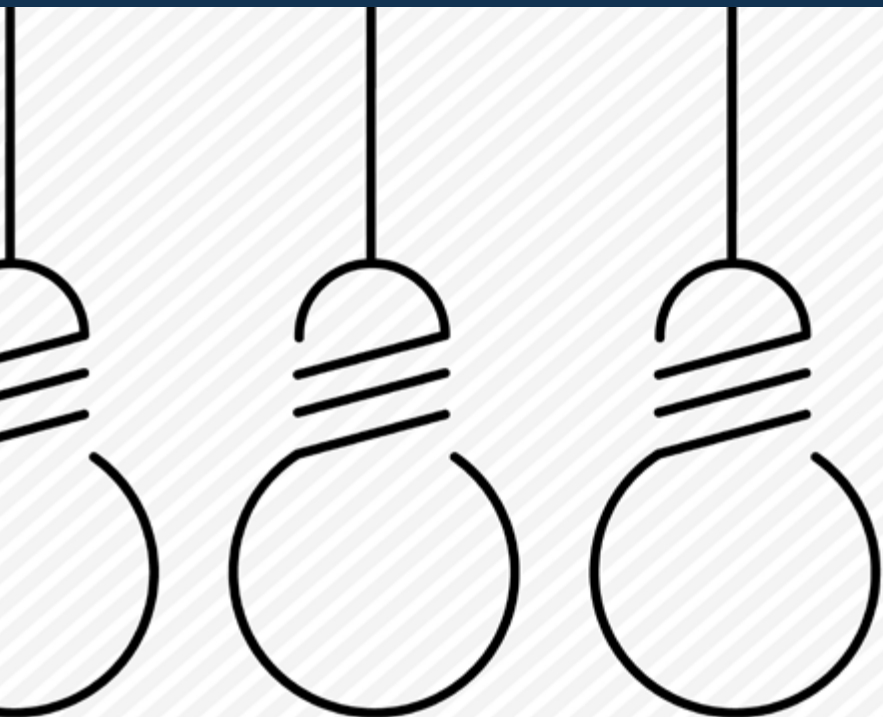
Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries.

07

Progressive and constant updating in autonomous training environments.

08

Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today.



09

Help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments.

10

Gain knowledge to manage companies and organizations in the new context of creative industries.

11

Organize and plan tasks with the use of available resources in order to face them in precise time frames.





12

Use new information and communication technologies such as tools for training and the exchange of experiences in the field of study.

13

Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice.

14

Acquire market research skills, strategic vision, digital and co-creation methodologies.

05

Structure and Content

The syllabus of this Postgraduate Certificate has been designed to be studied and internalized in a comfortable and effective way by the student. Through 10 units that are developed over 6 weeks, the student will learn everything related to business management in the creative sector, following a methodology based on high didactics and the latest developments in the sector. A unique academic program that will lay the foundations for the student's professional growth and will allow them to compete comfortably with the best professionals in the sector.



“

An academic syllabus designed on the basis of the latest developments in the sector and taught using the best teaching methodology”

Syllabus

Traditionally, creativity and management have been conceived as antagonistic disciplines. Today, however, creativity and innovation have become the main drivers of economic progress alongside technology. This reality demands new professional profiles capable of harmoniously and efficiently developing these tools in the management of the so called creative industries.

Through this comprehensive Postgraduate Certificate, the student obtains mastery of all the necessary topics for the management of companies and organizations in the new context of the creative industries. The program does not focus solely on arts management, but aims to provide the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today.

Likewise, this program is designed to be studied with a methodology that promotes the acquisition of skills in the field of market research, strategic vision, digital tools and co-creation.

On the other hand, jobs in this sector are constantly evolving. Therefore, the program aims to provide students with the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments.

All of this, condensed into an academic program divided into ten academic modules taught over 6 weeks, is intended to represent a turning point in the student's professional career. This way, and after completing the Postgraduate Certificate, the student will be able to start working in companies in the creative industry with a higher success rate.

This Postgraduate Certificate is developed over 6 weeks consists of 1 module:

Module 1

Consumer or User Management in Creative Businesses



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Creative Business Management completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Consumer or User Management in Creative Businesses

1.1. The User in the Current Context

- 1.1.1. Consumer Change in Recent Times
- 1.1.2. The Importance of Research
- 1.1.3. Trend Analysis

1.2. Strategy with the Focus on the Individual

- 1.2.1. Human Centric Strategy
- 1.2.2. Keys and Benefits of Being Human Centric
- 1.2.3. Success Stories

1.3. Data on the Human Centric Strategy

- 1.3.1. Data on the Human Centric Strategy
- 1.3.2. The Value of the Data
- 1.3.3. 360° View of the Customer

1.4. Implementation of the Human Centric Strategy in the Creative Industry

- 1.4.1. Transformation of Dispersed Information into Customer Knowledge
- 1.4.2. Opportunity Analysis
- 1.4.3. Maximization Strategies and Initiatives

1.5. Human Centric Methodology

- 1.5.1. From Research to Prototyping
- 1.5.2. Double Diamond Model: Process and Phases
- 1.5.3. Tools

1.6. Design Thinking

- 1.6.1. Design Thinking
- 1.6.2. Methodology
- 1.6.3. The Techniques and Tools of Design Thinking

1.7. Brand Positioning in the User's Mind

- 1.7.1. Positioning Analysis
- 1.7.2. Typology
- 1.7.3. Methodology and Tools

1.8. User Insights in Creative Businesses

- 1.8.1. Insights and their Importance
- 1.8.2. Customer Journey and the Relevance of the Journey Map
- 1.8.3. Research Techniques

1.9. User Profiling (Archetypes and Buyer Persona)

- 1.9.1. Archetypes
- 1.9.2. Buyer persona
- 1.9.3. Methodology of Analysis

1.10. Research Resources and Techniques

- 1.10.1. Techniques in Context
- 1.10.2. Visualization and Creation Techniques
- 1.10.3. Voice Contrast Techniques



“

Academic experiences like these are what students like you need. Don't miss this great opportunity”

06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

The Postgraduate Certificate is aimed at university graduates who have previously completed a degree in the field of Business Administration, Marketing, Design or Communication.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The program is also open to professionals who, being university graduates in any field, have two years of work experience in the field of creative industries management.





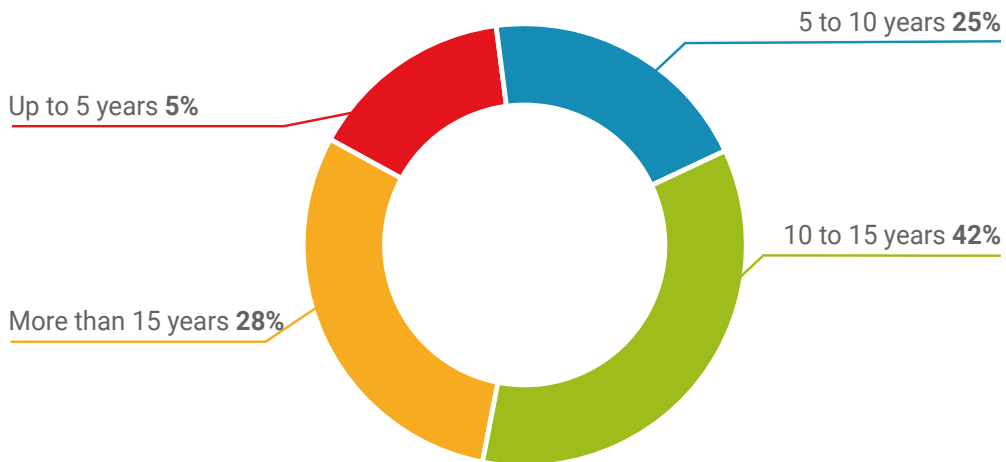
“

TECH wants to count among its ranks students who are committed to their growth and who do everything possible to achieve their goals. We are sure you are one of them"

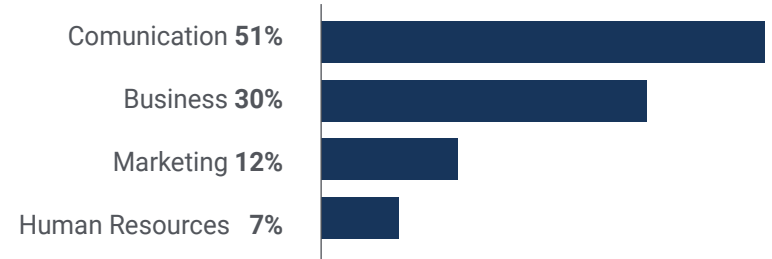
Average Age

Between **35** and **45** years old

Years of Experience



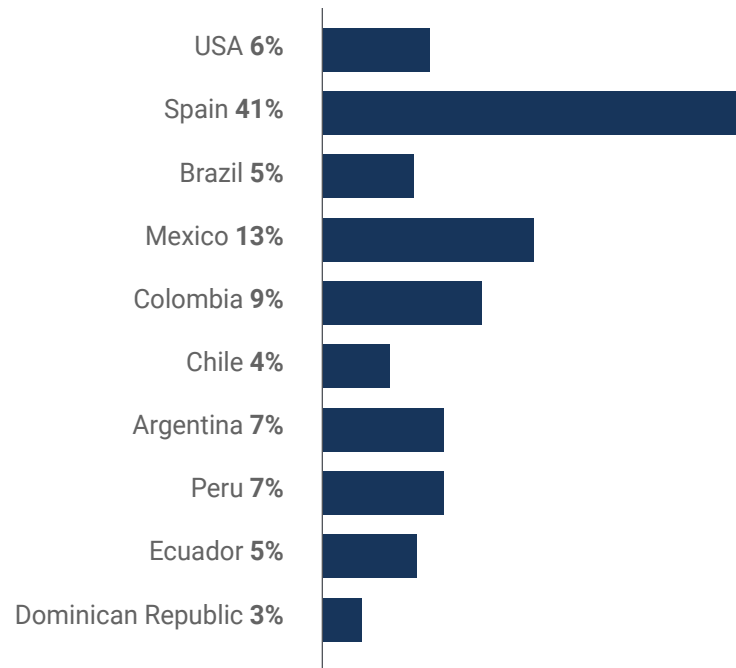
Training



Academic Profile



Geographical Distribution



Ariadna González Suárez

CEO of a Textile Company

"I am a staunch advocate of online education, however, I must admit that the internet is riddled with programs that do not live up to expectations. This Postgraduate Certificate is the opposite... It has more than fulfilled what I expected, and it has done so with a methodology and learning that is second to none. I will definitely choose TECH again in the future for my next courses"

08

Course Management

This program includes a teaching faculty made up of a group of active professionals who contribute their years of experience in a booming sector to this program. Likewise, experts from other related areas belonging to prestigious organizations and universities have participated in the development of the syllabus, completing the faculty in a transversal and interdisciplinary way. This way, the student is guaranteed to learn from leading professionals in the sector in a unique and effective way.





“

We have a teaching team with extensive experience that will help you to specialize in this sector”

International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study “Narcissism and Celebrities”, together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



Dr. Young, S. Mark

- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Dr. Velar, Marga

- ♦ Corporate Marketing Manager in SGN Group (Nueva York)
- ♦ Forefashion Lab Address
- ♦ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid
- ♦ PhD. in Communication from Universidad Carlos III de Madrid
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School
- ♦ Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra



Professors

Ms. Bravo Durán, Sandra

- ◆ Lecturer at different universities and business schools in the fashion and luxury industry
- ◆ Expert in Trend Forecasting and Customer Insights
- ◆ Sociologist and economist from the University of Salamanca
- ◆ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ◆ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ◆ PhD Candidate in Applied Creativity from the University of Navarra

“

This teaching staff will teach you the latest developments in this discipline so that you will become a highly sought after professional in this sector"

09

Impact on Your Career

TECH is fully aware that taking a program of this magnitude is a great economic, professional and, of course, personal investment.

Therefore, the student's ultimate goal in carrying out this great effort should be to achieve professional growth.





“

TECH wants to become the engine that drives your career to success”

Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Certificate in Creative Business Management is an intensive program that prepares you to face challenges and business decisions in the field of managing ideas, projects and work. Its main objective is to promote the personal and professional growth of students, developing their creativity and helping them to be able to foster the creativity of others. In this way, TECH motivates the professional to be on the road to success.

If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

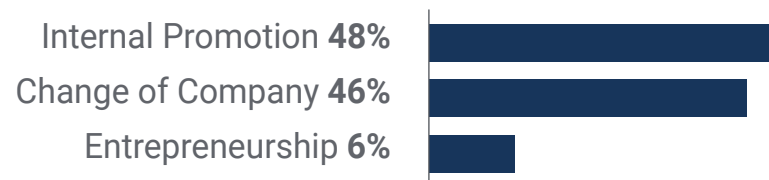
A unique, key and decisive program when it comes to boosting your career and achieving the salary improvements you desire.

If you want to lay the foundation for your professional growth, then this program is for you.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students



10

Benefits for Your Company

The Postgraduate Certificate in Creative Business Management contributes to elevating the organization's talent to its maximum potential through the education of high level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

Learn how to manage creativity from an efficient and effective perspective and make the leap in quality that you deserve"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The professional will bring new concepts, strategies and perspectives to the company that can bring about creative changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the creative field of their company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11 Certificate

The Postgraduate Certificate in Creative Business Management guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Global University.





“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Postgraduate Certificate in Creative Business Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Creative Business Management**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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